

Reinvest, Recommit - Renew Your 2013 NWA Local Agency Membership!

Dear Local WIC Agency Director:

Today is your opportunity to reinvest and recommit to the only organization that represents your professional aspiration and the vulnerable mothers and young children you serve daily. NWA invites you to [join or renew](#) your local agency membership today!

Who is NWA?

For 29 years, you have entrusted the National WIC Association (NWA) to advocate on behalf of the WIC Program and your efforts to provide nutrition education to nearly 9 million mothers and young children.

As a voice for WIC, your membership plays a significant role in NWA's [rededicated mission](#): *To inspire and empower the WIC community to advocate for and promote quality nutrition services for all eligible mothers and young children, and assure effective management of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).*

What has NWA done for you in 2012?

- NWA [successfully secured funding](#) for WIC through March 27, 2013 at a level of \$ 6.657 billion/year and \$60 million for breastfeeding peer counselors. This means that WIC will have enough money to meet caseload and will be able to continue providing breastfeeding peer counselors until the end of March, assuming Congress comes to a debt reduction agreement by the end of December and averts automatic [sequestration cuts](#) to WIC.
- In response to the increased challenges to WIC this year, NWA has been diligently working to raise awareness about the importance of WIC and protect it from [sequestration](#) and other budget cuts. The Association also:
 1. Held over two hundred educational meetings with Congressional staff about WIC.
 2. Shared [WIC clinic experiences](#) with Congress to demonstrate the importance of adequate funding.
 3. Showed policymakers WIC's popularity and the public's opposition to cut WIC to reduce the deficit through NWA's own [national opinion poll](#).
 4. Collaborated with coalition partners to coordinate call-in days and sent sign-on letters to Congress.
- Developed and distributed to over 1,000,000 WIC families "[A World of Taste on MyPlate](#)" nutrition education calendars.

What's new?

- The NWA enhanced [advocacy tools](#) make it easier for you to [Be a Voice for WIC](#) and to [email Congress](#) quickly through our website.
- NWA's [Leadership Academy](#) graduated two cohorts and sponsored two free professional development [webinars](#);
- Collaborated with NWA members in developing new [advocacy buttons](#) to help convey WIC's messages;
- Produced WIC-targeted Healthy Eating/Breastfeeding Promotion [Magazines](#) to educate mothers on infant feeding, nutrition, and breastfeeding.

What's coming in 2013?

- NWA's new [e-Publications](#) subscription page will allow members to choose which publications they prefer to receive. (Coming in January).
- Quarterly Leadership Academy-sponsored webinars for state and local agencies to build a virtual community. (From March to December).
- [National Leadership, Education and Networking, and Technology Conferences](#) that are innovative, informative, and substantive. (March, April, and September).
- NWA's updated [State Profiles](#) will highlight additional information, such as breastfeeding rates, WIC participant stories, and child food insecurity rates to help strengthen the case you make for WIC's value proposition. (Available by March).

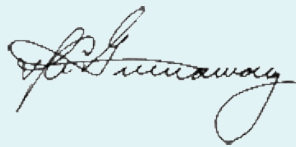
[Renew your NWA membership or join today!](#) *An investment in NWA is an investment in a nation of healthier women, children, and families.*

Contact Robert Lee at 202.232.5492 / rlee@nwica.org if you have any questions regarding membership into the National WIC Association.

Sincerely,
National WIC Association



Terry Bryce
Chair, Board of Directors



Rev. Douglas A. Greenaway
President & CEO

NWA's mission: NWA inspires and empowers the WIC community to advocate for and promote quality nutrition services for all eligible mothers and young children, and assure effective management of WIC.

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